Kayla's story

Scenario sheet with support

1. Read the scenario below and highlight any details that you think might be breaking the Children's code.

Kayla's story

Kayla is 14 and registers for an account on Skroll, a new social media platform that her friends are using. To sign up she provides her name, age, gender and email address.

On the way to school she uploads a selfie and tags her friends to let them know that she has a Skroll account now. When it uploads, Kayla notices that the photo has been automatically tagged with her location. By the time she has reached school, the photo has lots of likes, including from people she doesn't know.

After school, Kayla follows her favourite influencer, who has a new paid partnership with a trainer brand. Kayla clicks on the picture and is taken to the brand's website.

Over the next few days Kayla keeps receiving lots of adverts for similar trainers.

Kayla needs to get a big piece of work done for school, so she decides to take a break from Skroll. That evening she receives a notification from the app saying, 'We have missed you on Skroll. Check out what your friends have posted today!'.

She clicks on the app's privacy policy to understand how it's using her personal data but it's really long and complicated, so she gives up.

Kayla's story

Scenario sheet with support

2. Match the details that break the Children's code to their solutions.

Kayla has got a notification saying she has been missed on Skroll and that she has missed posts from her friends	Location tracker should be set to off
Kayla's photos have got likes from lots of people she doesn't know	Kayla's profile should be private by default
The privacy policy is really long and complicated so Kayla gives up reading it	Profiling should be off so Kayla shouldn't be receiving targeted adverts based upon her online activity
Kayla's photo has automatically been tagged with her location	Profiling should be off so Kayla shouldn't be receiving notifications based upon her online activity
Kayla keeps getting lots of adverts for trainers	Privacy policies should be written in a simple language for a young audience